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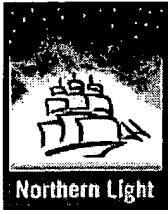
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Title: Starfish Software Announces First Implementation Of Its Truesync Technology Components; Truesync Technology Platform Allows For Rapid Development Of Next Generation Connected Information Devices

Summary: Starfish Software today announced the TrueSync Technology Platform which was used to design, develop and produce all major software components of REX(TM), an ultra-thin, credit-card sized Connected Information Device that will be marketed and distributed by Franklin Electronic Publishers (NYSE:FEP). (See related Franklin release: "REX PC Companion Takes Portability to the Extreme.")

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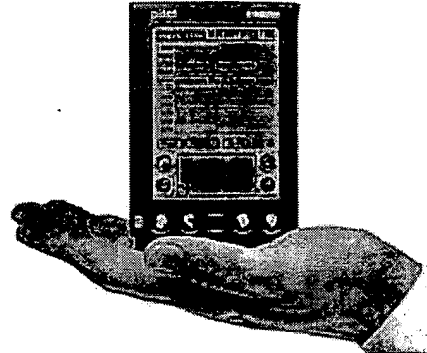
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Sidekick 98

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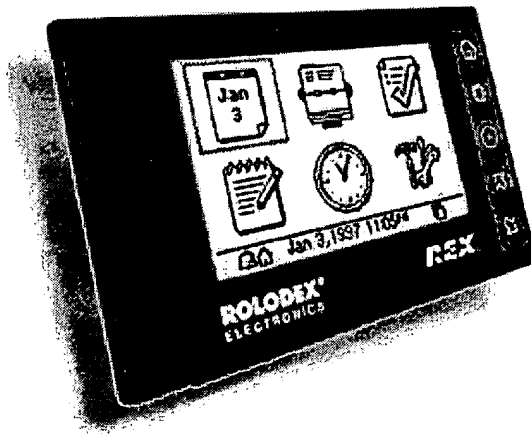# ↻ TrueSync Synchronization

Now Included in Sidekick 98!

Synchronizing Sidekick 98 with PalmPilot

The world's #1 best-selling information manager just got
better! With TrueSync built into Sidekick 98 for the Pilot
hand-held organizer, you can now take all your critical
schedule, contact, notes and to do data with you,
wherever you go. Just plug your Pilot into its cradle, click
the HotSync button, and your information is
synchronized the way you want it. Use the preference
wizard for carefree synchronization--or chose which
takes precedence, Sidekick or Pilot--or merge data.
Global time zone support ensures you never miss another
appointment. Best of all, you'll never have to re-key your
data again!

- Be prepared for every appointment; your schedule, contact, notes and to do
  information are always up-to-date!
- Store your information the way you want, using Wizards to get you up and running
  fast!
- *NEW!* Synchronize your calls and special days!

Synchronizing Sidekick 98 with REX

REX™ from Franklin is the first in the
next generation of wearable technology.
REX is ultra-thin, credit-card sized and
weighs less than 2 ounces!

REX gives you the freedom to have your
calendar, address book, to do list, memos,
and EarthTime world clock with you
anytime, anywhere!

REX synchronizes directly with Sidekick
98 and the TrueSync Information Manager
included with the REX card. The complete
solution includes the REX card, TrueSync
Information Manager, the TrueSync
synchronization software, and the optional
docking station.

REX card is 100% compatible with Sidekick 98. Simply install the REX TrueSync
synchronization component included with your REX software to synchronize all your
Sidekick 98 data to your REX card in seconds! Check out the REX page for more

information.

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TrueSync Technology

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TrueSync® TECHNOLOGY PLATFORM

Global Synchronization and Integration of Wireless and Wireline Devices

"For the past three years, we've been in stealth mode, working on technology to extend information beyond personal computers. Now, we're making available a revolutionary technology platform for the next generation of Connected Information Devices."
-- Philippe Kahn, CEO and Chairman, Starfish Software

Overview

The Starfish founding vision is: "Global synchronization and integration of wireless and wireline devices." Starfish developed its patented TrueSync Technology Platform to deliver on this vision.

The TrueSync Technology Platform is comprised of tightly integrated software components including the TrueSync MicroFramework, TrueSync MicroApplications, TrueSync Desktop, TrueSync Synchronization Engine and TrueSync Server. These components allow Starfish to help its customers rapidly develop complete next generation Connected Information Device solutions and services.

The TrueSync Technology Platform is designed to:

- Provide multi-point synchronization -- one-step synchronization of wireless and wireline devices, desktop applications and server-based applications and services

- Allow users to enter information once anywhere, and synchronize it everywhere

- Enable the rapid development of ultra-thin, wearable products without sacrificing performance or quality

- Optimize battery life and memory requirements of watch-class and wireless devices

- Help CID manufacturers and service operators radically reduce time-to-market

- Integrate with the new digital wireless infrastructure

- Operate seamlessly with standard enterprise software applications

Features

The TrueSync Technology Platform is comprised of five key components:

1. TrueSync MicroApplications are device applications including a calendar, address book, to-do list, memos, EarthTime world clock and preferences Toolkit. TrueSync MicroApplications run in less than 128K of ROM and can store thousands of names

and months of appointments, to-do items and memos.

2. The TrueSync MicroFramework allows for development to occur in an ultra-thin environment suitable for wearable devices. The TrueSync MicroFramework allows for easy porting of the TrueSync MicroApplications to leading real-time operating systems such as those from Microware and QNX Software Systems.

3. TrueSync Desktop is easy-to-use personal information management (PIM) software that is designed as a desktop companion to TrueSync devices and services. It directly synchronizes data between the TrueSync Desktop, device and/or services, and easily imports information from popular desktop organizers.

4. The TrueSync Synchronization Engine is core technology that provides one-step synchronization of calendar, address book, to-do list, memo and other information between multiple information sources including popular devices, organizer applications and servers. Using an innovative multi-point synchronization methodology, the TrueSync Synchronization Engine allows users to directly synchronize information among PCs, popular devices, and servers -- simultaneously. This single-step process overcomes the fundamental inefficiency of traditional point-to-point synchronization technology that requires users to complete a sequential device-to-desktop, desktop-to-server and desktop-to-device synchronization process to accomplish the same thing.

5. The TrueSync Server provides multi-point synchronization services between wireless and wireline devices, desktops and other servers including web-based systems, enterprise systems and telecommunications systems. Based on a multi-tier client/server server architecture, it is highly scalable and extensible to a variety of clients and data stores.

Availability

Starfish conceives, designs and develops complete next-generation Connected Information Device solutions and services for its customers using the core technology components of the TrueSync Technology Platform. TrueSync technology components form the foundation of the breakthrough REX PC Companion, including all device, desktop and synchronization software. Franklin Electronic Publishers distributes the REX PC Companion at major retail outlets worldwide. The TrueSync Synchronization Engine is at the core of TrueSync for CE, synchronization software used on all Hewlett-Packard 620LX devices, and TrueSync Plus, direct synchronization software for REX users, which is available via the Starfish Web site and at major retail outlets nationwide. The TrueSync Server is the foundation of the Portico voice recognition service and is available directly from General Magic.

Find Out More About TrueSync Technology Partners

"Under Philippe Kahn's direction, Starfish Software is one of the few companies with the vision and talent to be able to successfully get people the information they desire without having to carry around a computer."
-- Andrew Seybold, publisher of the Andrew Seybold's Outlook industry newsletter

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STARFISH SOFTWARE ANNOUNCES FIRST IMPLEMENTATION OF ITS TRUESYNC TECHNOLOGY PLATFORM

TrueSync Technology Platform Allows for Rapid Development of Next Generation Connected Information Devices

SCOTTS VALLEY, Calif. - August 7, 1997 -Starfish Software today announced the TrueSync Technology Platform which was used to design, develop, and produce all software components of REX™, an ultra-thin, credit-card sized Connected Information Device which will be marketed and distributed by Franklin Electronic Publishers (NYSE:FEP). (See related Franklin release: "REX PC Companion Takes Portability to the Extreme.")

Using its TrueSync™ Technology Platform, Starfish delivered all software components of REX. These components include the TrueSync MicroFramework, TrueSync MicroApplications, TrueSync Synchronization Software, and TrueSync Desktop Software. Other components of the TrueSync Technology Platform will be announced as new TrueSync devices come to market. These tightly-coupled components enabled Franklin Electronic Publishers to shorten its R&D time and quickly bring REX to market as the first-ever, credit-card sized Connected Information Device with unmatched functionality for its form factor and price.

Philippe Kahn, chairman and co-founder of Starfish Software said, "For the past three years, we've been in stealth mode, working on technology to extend information beyond personal computers. Now, we're making available revolutionary, wearable technology for the next generation of Connected Information Devices."

Andrew Seybold, publisher of the Andrew Seybold's Outlook industry newsletter, added, "Under Philippe Kahn's direction, Starfish Software is one of the few companies with the vision and talent to be able to successfully get people the information they desire without having to carry around a computer."

THE TRUESYNC TECHNOLOGY PLATFORM

Starfish works in partnership with its customers to create complete Connected Information Device solutions. Connected Information Devices are smart portable devices such as pagers, cellular phones, and other devices that are capable of seamlessly synchronizing data with desktop computers, servers, and other information stores. A TrueSync solution consists of leading-edge, tightly-coupled device, server and desktop software components combined with world-class design and engineering services. To date, Motorola (NYSE: MOT), General Magic (NASDAQ: GMGC), QNX Software Systems, and Franklin Electronic Publishers have announced technology alliances with Starfish regarding its TrueSync Technology. To device manufacturers, TrueSync Technology provides higher quality, breakthrough functionality, synchronization and integration, and shorter development cycles.

THE TRUESYNC COMPONENTS AT WORK IN THE REX CARD

The TrueSync Technology Platform components used to build the REX™ Card include:

- The TrueSync MicroApplications included in the REX card are a calendar, address book, to do list, memos, EarthTime world clock, and preferences Toolkit. The MicroApplications run in less than 128K of Flash ROM and can store thousands of names, and months of appointments, to-do items, and memos.

- The TrueSync MicroFramework allows for development to occur in an ultra-thin environment suitable for wearable, pocket-sized devices. The TrueSync MicroFramework allows for easy porting of MicroApplications to leading real-time operating systems such as those from Microware (NASDAQ:MWAR) and QNX Software Systems.

- TrueSync Synchronization Software provides instant cable-less synchronization of calendar, address book, to do list, and memo information from the TrueSync Desktop Software (referred to as the REX TrueSync Information Manager in the REX solution) through a Type II PC-Card slot. Synchronization can also occur via a serial cradle.

- TrueSync Desktop Software is desktop organizer software that easily imports and exports information to and from popular desktop organizers such as Microsoft Outlook, Schedule +, Lotus Organizer, Starfish Sidekick, and others so that users can quickly get up and running with the REX Card without re-keying information.

AVAILABILITY

Manufacturers and service operators in the Connected Information Device industry interested in incorporating TrueSync Technology into their solutions should contact Starfish Software directly at 408-461-5800 or visit the Starfish Web site at www.starfish.com.

ABOUT STARFISH SOFTWARE

Starfish is the leading supplier of wearable technology for the Connected Information Device (CID) industry.

Examples of such devices are pagers and cellular phones that are capable of seamlessly synchronizing information with specialized servers or personal computers.

Starfish works closely with leading device manufacturers and cellular, paging and telecommunications operators to integrate components of Starfish's TrueSync Technology Platform as part of their wireless and wireline solutions. Motorola, General Magic, and Franklin Electronic Publishers are among Starfish's partners. Founded in 1994, Starfish Software is privately held and headquartered in Scotts Valley, California.

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